



Recommended display
May 31 to June 27
Capacity
48-60 cartons
Dimensions
Width 26"
Depth 28"
Height 6.5"

A Benson & Hedges 100's offer to make your mouth water.

What's cooking now with Benson & Hedges 100's is this free recipe book: 100 of the World's Great Recipes by the well-known food editor Craig Claiborne. Your customers get one free on every Benson & Hedges 100's carton, regular or menthol.

It's a way to heat up carton sales with everybody passing by who cooks or likes to eat.

Because good food is everybody's dish, this could be the best free offer yet from the best-selling 100 mm. cigarette: Benson & Hedges 100's, soft or hard pack.



Another profit-making promotion from Philip Morris USA.

00701-00841
"Recipe Book"
Pg. 4/C (0)
Chain Store Age-April-'76
Progressive Grocer-April-'76
Supermarketing-April-'76
Wells, Rich, Greene, Inc.

